



City of
OAKLAND
California

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**City of Oakland Unveils New Welcome Signs with
“Love Life,” the City’s Official Tagline and Motto**

October 16 Event Kicks Off “Love Life Week” Activities

Oakland, CA -- In recognition of its rich tradition of social activism, advocacy, pride in diversity and long-standing commitment to inclusion and equity, the City of Oakland will officially unveil its new tagline and motto, “Love Life”, at an event on **Monday, October 16, 2017 at 10:30 a.m. at the intersection of Bancroft Way and Durant Avenue in Oakland**. Thereafter, the new motto will be featured on “Welcome to Oakland” signs at the city limits. Following the unveiling, “Love Life Week” activities through October 22 will include Hands Across the Lake, and one minute of silent prayer. Details of “Love Life Week” events may be found at [Facebook.com/LoveLifeOakland](https://www.facebook.com/LoveLifeOakland).

“Love Life” was adopted as the City of Oakland’s official tagline and motto under **City Council Resolution 86088, introduced by City Councilmembers Lynette Gibson McElhaney, Rebecca Kaplan and Desley Brooks** in April 2016. The motto reflects a united intention to articulate Oakland’s collective values and priorities to make it a safe, just, sustainable, equitable and vibrant city. The resolution was inspired by the need to adopt a comprehensive and holistic approach to addressing the conditions that lead to violence and toward creating a climate of restoration for the individuals and communities impacted by violence.

The senseless loss of life to gun violence impacts tens of thousands of Oakland's youth and adults who witness violence or live in its tyranny, with particularly disproportionate impacts on African-Americans. Inspired by the legacy of LoEshe’ Lacy--whose first name in English translates as “Love Life”—a 16-year-old West Oakland student activist who was an innocent victim of a shooting on October 20, 1997, the new Oakland motto bears her name. In addition to the motto, the Lovelife Foundation honors her life and work and vision to end violence and heal communities and individuals affected by it

“The Love Life motto reflects the joy and energy that characterize our artists and businesses and Love Life responds to our communal desire to build a loving, inclusive, equitable, and authentic Oakland,” says Councilmember Lynette Gibson McElhaney. “The Lovelife Foundation, together with dozens of other organizations and hundreds of residents and activists in Oakland, sends the message of love and healing to the individuals and communities impacted by violence. These organizations and individuals have advocated for the City to adopt a message that honors the lives of the thousands of members of our community who have been killed by senseless violence, especially our youth, and articulates our aspirations for the future. We invite everyone to come together for the unifying events of Love Life Week October 16 through 22 that are now more timely and important than ever.”

For more information about “Love Life Week” events October 16—22, call (510) 663-5683 or visit [Facebook.com/LoveLifeOakland](https://www.facebook.com/LoveLifeOakland).

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